

Kansas State University Libraries

New Prairie Press

Center for Engagement and Community
Development

Rural Grocery Summit

Mobile Grocery Stores for Rural Communities

Becky Reid

Cowley First-Cowley County Economic Development

Kerri Falletti

Cowley First-Cowley County Economic Development

Kelly Hull

Cowley First-Cowley County Economic Development

Deb Firebaugh

Cowley First-Cowley County Economic Development

See next page for additional authors

Follow this and additional works at: <https://newprairiepress.org/cecd>



This work is licensed under a [Creative Commons Attribution-Noncommercial-No Derivative Works 4.0 License](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Reid, Becky; Falletti, Kerri; Hull, Kelly; and Firebaugh, Deb (2018). "Mobile Grocery Stores for Rural Communities," *Center for Engagement and Community Development*. <https://newprairiepress.org/cecd/ruralgrocery/2018/13>

This Event is brought to you for free and open access by the Conferences at New Prairie Press. It has been accepted for inclusion in Center for Engagement and Community Development by an authorized administrator of New Prairie Press. For more information, please contact cads@k-state.edu.

Presenter Information

Becky Reid, Kerri Falletti, Kelly Hull, and Deb Firebaugh



Cowley County Economic Development Partnership



Mobile Grocery Store for Rural Communities

Kerri Falletti – Cowley First

Tony Borchers – Honor Capital



Honor Capital



- Mission and Vision
 - Provide high-quality, affordable groceries and fresh produce to rural communities in Cowley County
 - Connection with mission – Food Deserts
 - Creation of Anchor Mobile Food Market – Food insecurity



Mobile Food Market Model



- Creating a model for Rural Communities
 - They reached out to us for assistance
 - Unlike we've seen
 - Customers have to be willing to change their grocery shopping habits to become a dependable base
- Hub & Spoke Model



Mobile Food Market- Timeline



February – Sunflower Grant awarded to assist with pilot project research and implementation

March – Hire Coordinators and complete community survey

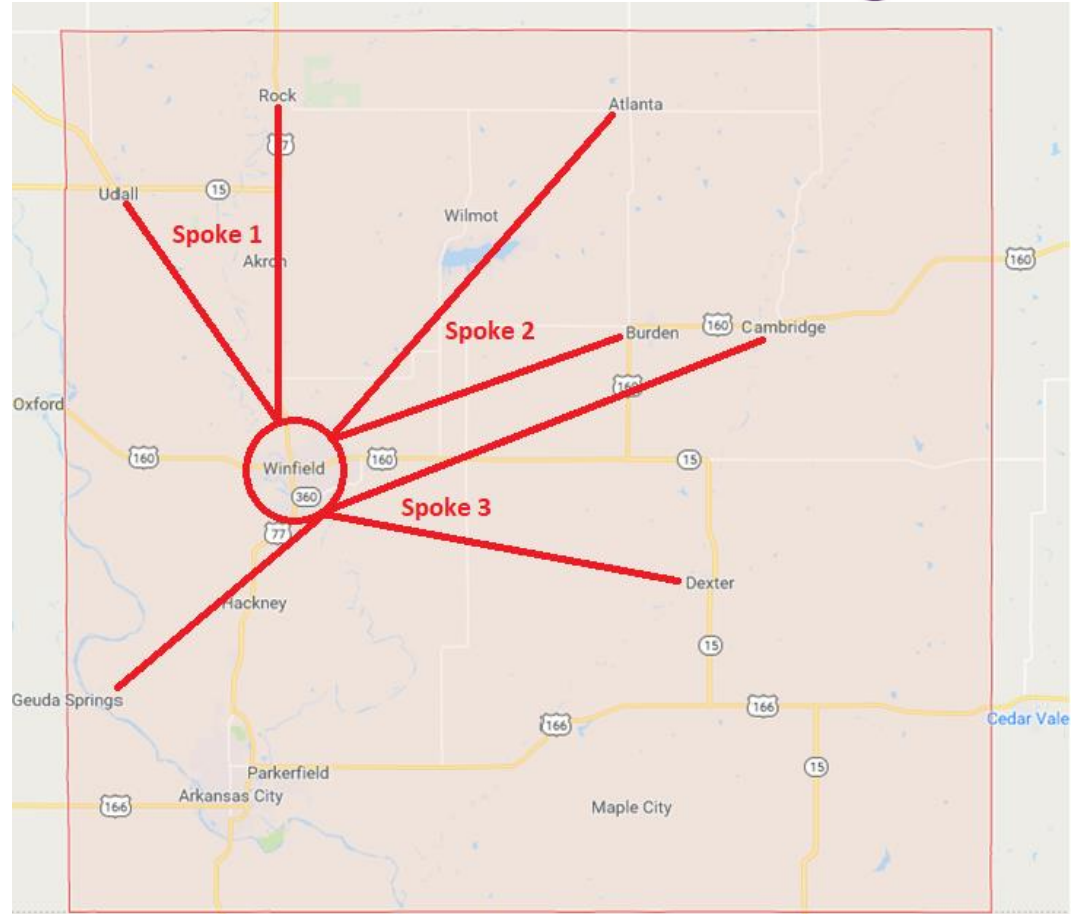
April – Review survey data to establish schedule for community stops

May – Test runs to communities



Targeted Communities

- Which were identified
- Community data
 - Atlanta- 195
 - 33% poverty
 - 26 miles
 - Burden- 535
 - 56% LMI
 - 18 miles
 - Cambridge- 82
 - 50% LMI
 - 23 miles
 - Dexter- 278
 - 45% LMI
 - 20 miles
 - Udall- 746
 - 48% LMI
 - 17 miles



First steps

- Hired Community Coordinators
 - Help with community outreach and surveying
- Survey
 - Process – paper, social media, meetings, mailing, time
 - Data told us...
 - Heard - Perceptions / Misconceptions – Examples:
 - Food truck – not a restaurant
 - Government funded - Not
 - Higher costs
 - Not a door service like Schwan's
 - “Come to us!”



Engagement

- Community buy-in and support
 - Must get buy-in and support – went to council meetings
 - Do they have permitting? Sales tax?
 - Access to electricity
 - Place to park the truck
 - Where will people wait



Timeline – Outcome

- Today – Planning for runs to start in July
- Takes longer then we anticipated
 - What has happened
 - Coordinators
 - The good and the bad



Anchor Mobile Food Market



- Trailer – Behind the process
 - Design method
 - Costs
 - Funding partners
 - Who built it and the wrap?
 - Unforeseen challenges?



Anchor Mobile Food Market



- Inventory
 - What will be on the truck
 - How will the sales differ from brick & mortar
 - Pre-orders – plan to address
 - Payment methods



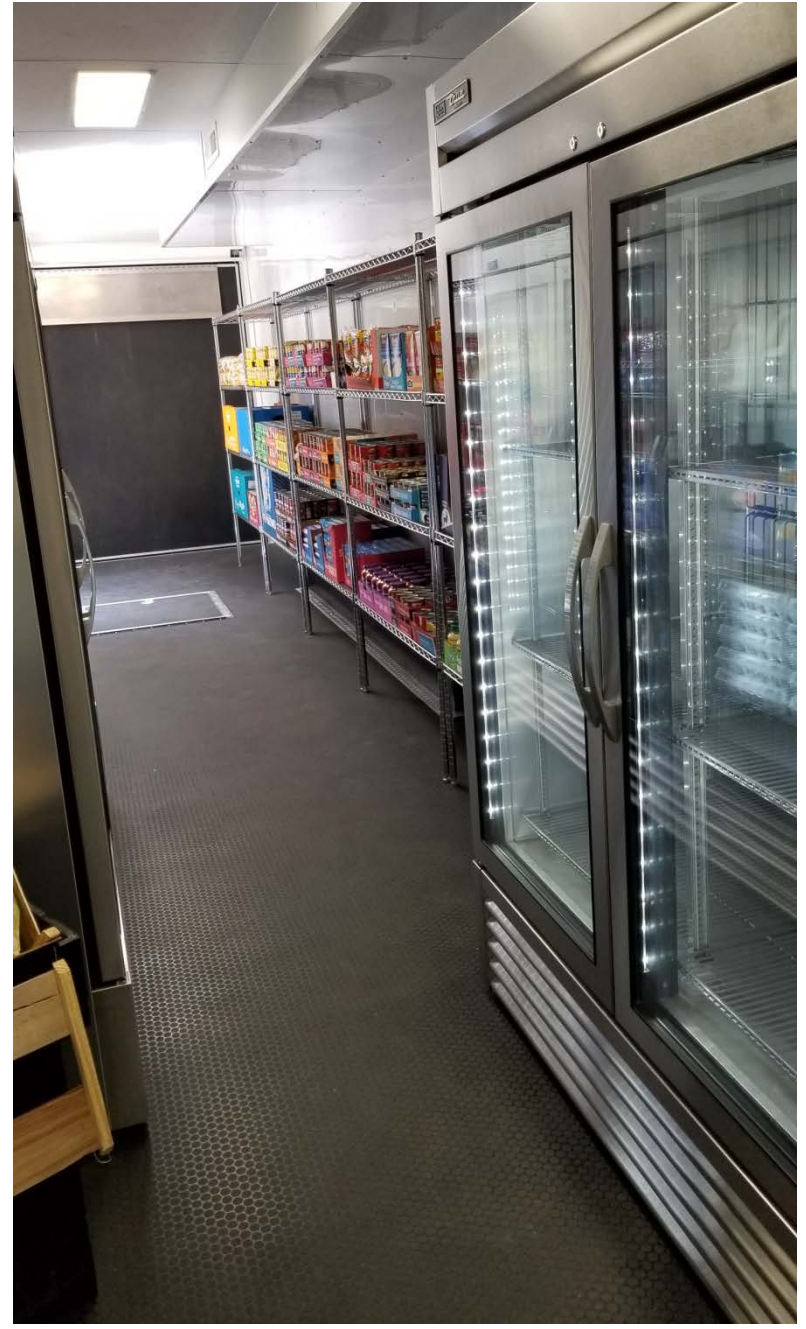
Anchor Mobile Food Market



- Options to come
 - Potential for institutional purchasing
 - Sustainability requirements









Anchor Mobile Food Market



- Lessons learned and recommendations
- Any Questions?

